Search and Seizure
Google as interface to web content and user data

Theo Röhle
Research Training Group „Automatisms“
University of Paderborn

Workshop "Web Epistemics - How the Web shapes what we believe and know, how we learn and what we are", Bielefeld, February 17, 2012
sovereign power
disciplinary power
governmentality
- sovereign power
- disciplinary power
- governmentality
- translations
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- disciplinary power
- governmentality
- translations
Non est potestas Superior Terram que Compartatur ei Job. 41. 24.
„a political philosophy that isn’t erected around the problem of sovereignty, nor therefore around the problem of law and prohibition. We need to cut off the king’s head: in political theory that has still to be done."

Michel Foucault „Power/Knowledge“
- sovereign power
- disciplinary power
- governmentality
- translations
What Googlebot sees

netzmedium.de

[Phrases] [Content]

These statistics show you how the Googlebot sees your site.

› How do I use this data?

Phrases [Top]

Click on a word or phrase in the external links to your site table to see sample variations.

In external links to your site

1. ➤ feed
2. ➤ netzmedium
3. ➤ theo rohe
4. ➤ theo
7. ➤ theo bemerk
8. ➤ suma kongress und deep search
9. ➤ programm der hyperkult 16
10. ➤ rss
11. ➤ http://netzmedium.de 2008 09 22 suma kongress
12. ➤ virtualtit und kontrails symposium in hamburg
Report spam in our index
Help us maintain the quality of Google search results.

We work hard to return the most relevant results for every search we conduct. To that end, we encourage site managers to make their content straightforward and easily understood by users and search engines alike. Unfortunately, not all websites have users' best interests at heart. Trying to deceive (spam) our web crawler by means of hidden text, deceptive cloaking or doorway pages compromises the quality of our results and degrades the search experience for everyone.

We think that’s a bad thing, and so we request that, if your Google search returns a result that you suspect is spam, you please let us know by using this form. We thoroughly investigate every report of deceptive practices and take appropriate action when we uncover genuine abuse. In especially egregious cases, we will remove spammers from our index immediately, so they don’t show up in search results at all. At a minimum, we’ll use the data from each spam report to improve our site ranking and filtering algorithms, which, over time, should increase the quality of our results.

We appreciate your taking the time to help us improve our service for your fellow users around the world. By helping us eliminate spam, you’re saving millions of people time, effort and energy.

Report a Spam Result

Exact query that shows a problem (copy this from the Google search box):

Resulting Google page that shows problem (copy the Google URL):

The specific web page or site that is misbehaving:

Type(s) of problem (check all that apply):
- Hidden text or links
- Misleading or repeated words
- Page does not match Google's description
- Cloaked page
- Deceptive redirects
- Doorway pages
- Duplicate site or pages
- Other (specify)

Additional details:

Report spam
“We are proud of our users who alert us to potential abuses for the sake of the whole internet community. We appreciate this even more, as PageRank™ (and thus Google search) is based on a democratic principle, i.e. a webmaster is giving other sites a ‘vote’ of approval by linking to it.”

Google Webmaster Central Blog
- sovereign power
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“Subjected to a capitalist megamachine that produces willing subjects, the latter have been fully integrated into a living machine that functions not against their will, their thoughts, their desire, their body, etc., but through those.”

Frédéric Vandenberghe „Deleuzian capitalism“
„managing the population means managing it in depth, in all its fine points and details.“

Michel Foucault „Security, Territory, Population“
The site doubleclick.net tracks your behavior across the following websites:

- macworld.com
- amazon.com
- imdb.com
- bbc.co.uk
- computerbild.de
- nytimes.com
- heise.de
- ebay.com
- sueddeutsche.de
- rtl.de
- prosieben.de
- sat1.de
- zeit.de

www.toolness.com
<table>
<thead>
<tr>
<th></th>
<th>Geographical</th>
<th>Language</th>
<th>Topical</th>
<th>Temporal</th>
<th>Social</th>
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</thead>
<tbody>
<tr>
<td><strong>event-based data</strong></td>
<td>- IP-address</td>
<td>- search string</td>
<td>- search string</td>
<td>- result clicks</td>
<td>- clicks in profiles</td>
</tr>
<tr>
<td></td>
<td>- dial-in-number</td>
<td>- browsing context</td>
<td>- browsing context (e.g. search for product reviews)</td>
<td>- ad clicks</td>
<td>- comments</td>
</tr>
<tr>
<td></td>
<td>- browser settings</td>
<td>- product events</td>
<td></td>
<td>- browsing data</td>
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</tr>
<tr>
<td><strong>additional data</strong></td>
<td>- ZIP code</td>
<td>- interests</td>
<td></td>
<td></td>
<td>- contacts in social network</td>
</tr>
<tr>
<td></td>
<td>- address</td>
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<tr>
<td><strong>derived data</strong></td>
<td></td>
<td></td>
<td>- interest profile by matching topics to DMOZ</td>
<td>- frequency of visits to URL</td>
<td>- community interests</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- stay-time on URL</td>
<td>- position in community</td>
</tr>
</tbody>
</table>
“Subjected to a capitalist megamachine that produces willing subjects, the latter have been fully integrated into a living machine that functions not against their will, their thoughts, their desire, their body, etc., but through those.”

Frédéric Vandenberghe „Deleuzian capitalism“
“Capitalism explores and anticipates the de-territorializing lines of flight to capture them from without, enter into symbiosis with them, and redirect them from within, like a parasite, towards its own ends."

Frédéric Vandenberghe „Deleuzian capitalism“
„[...] societies of control are developing the alarming capacity of resolving lines of flight, no matter how numerous or quick, into maps of power.“

David Rodowick „An uncertain utopia - digital culture“
„It does not require enormous skill or political acumen to realize that if you have to fight against a force that is invisible, untraceable, ubiquitous, and total, you will be powerless and roundly defeated.“

Bruno Latour „Reassembling the Social“
- sovereign power
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“Until now, every single Google property acted like a separate company. [...] But Google+ is Google itself. We’re extending it across all that we do – search, ads, Chrome, Android, Maps, YouTube – so that each of those services contributes to our understanding of who you are.”

Bradley Horowitz, Google VP of Product
Interview with Steven Levy, Wired Magazine, 09/2011
„It’s only if forces are made of smaller ties, whose resistance can be tested one by one, that you might have a chance to modify a given state of affairs.“

Bruno Latour „Reassembling the Social“
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